



LinkedIn COMPANY PAGES



Irish Life



LinkedIn profile pages are where most of the action happens on LinkedIn. They are the places that we make connections and nurture relationships with prospects, influencers and customers.

Like Facebook LinkedIn also has the ability for us to create business (or company) pages to represent our business as a whole. Although you can't make personal connections via a page they do have some benefits beyond your LinkedIn profile.

THE BENEFITS OF LinkedIn COMPANY PAGES

Search engine friendly

Google and other search engines can crawl your company page and it will appear in search results.

A way to connect your employees under one umbrella

Employees can link their current or previous employment to your company page

A way to give your company a voice

Your employees will do most of the work connecting to prospects on LinkedIn but your company page is a place to share updates about your company and what you do to a wider audience.

A way to look credible

When people see there is a company page for your business you will appear more credible. When an employee links to your company page from their employment history your logo will appear next to their listing which adds credibility to you and to them.

A way to promote your content and business

When you share a post from your LinkedIn company page it reaches the news feed of the people who follow that page. Your employees and stakeholders can also share your updates giving them a wider reach.

The downside of company pages is that you can't reach out to people to connect with them. You need to encourage them to follow your company page, much in the same way you need to get people to Like a Facebook page.

However, even if you don't have any followers it's worth taking the time to set up your company page to represent your business across LinkedIn.

HOW TO CREATE A LinkedIn COMPANY PAGE

To create a LinkedIn company page log into your LinkedIn account

Click the Work icon at the top right-hand side of the screen

The screenshot shows a LinkedIn profile for Amanda Webb, a Social Media Trainer. The top navigation bar includes icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work. The 'Work' icon is highlighted with a red arrow. A dropdown menu is open from the 'Work' icon, showing various LinkedIn products and services. The 'Create a Company Page' option is highlighted with a red box. The profile page also displays statistics such as 'All-Star profile', '130 Who's viewed your profile', and '136 Views of your post feed'.

Visit more LinkedIn Products

- Learning
- Post a job
- Advertise
- Groups
- ProFinder
- Lookup
- Slideshare

LinkedIn's business services

- Talent Solutions
- Sales Solutions
- Learning Solutions

Create a Company Page

See connections (500+)

11 years working as a social media marketer, initially for my first business then with SME's as social media consultant and trainer. SOCIAL MEDIA CONSULTATION / STRATEGY help businesses plan and develop digital marketing and...

Spiderworking • Hawthorn Television Unit at Northumberland College of Arts and Technology
Ireland • 500+

130 Who's viewed your profile

136 Views of your post feed

Your Articles & Activity
1,474 followers

E-reader Sales Slack as Paper Books Reclaim

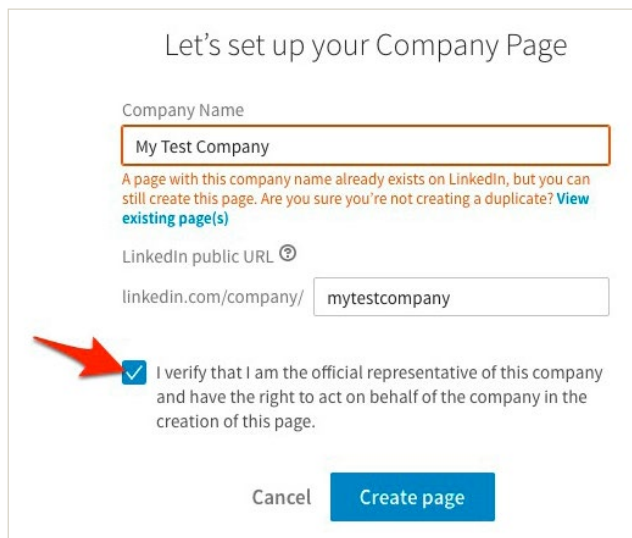
On the next screen type in your company name. This doesn't have to be a unique name.

LinkedIn will autofill the company page URL (link) as you add the name. You can change this if you wish.

Although there can be many companies with the same name on LinkedIn the URL is unique to your business. It may take a bit of editing for you to get a unique link.

Check the box to verify that you are the official representative of this company and have the right to act on behalf of the company in the creation of this page.

Click 'Create page'



Let's set up your Company Page

Company Name

My Test Company

A page with this company name already exists on LinkedIn, but you can still create this page. Are you sure you're not creating a duplicate? [View existing page\(s\)](#)

LinkedIn public URL ⓘ

linkedin.com/company/ mytestcompany

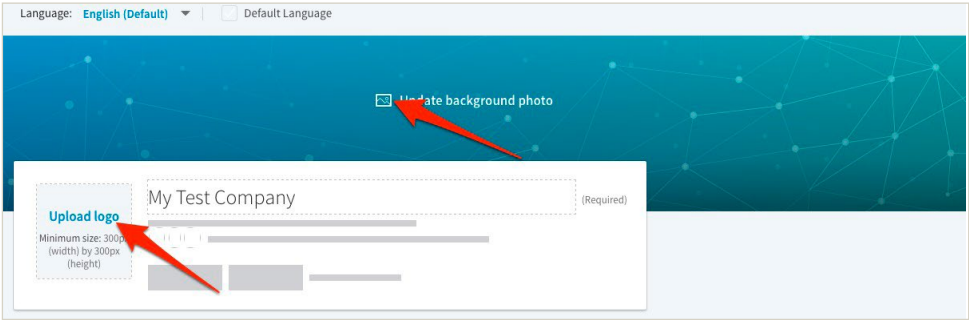
☒ I verify that I am the official representative of this company and have the right to act on behalf of the company in the creation of this page.

Cancel Create page

You have created your page but it's unpublished until you choose to publish it. The next step is to add some graphics and update information about your company.

GRAPHICS

You have two key graphics that you will need to create for your LinkedIn company page



1

Background photo

This is the banner that fills the top of your LinkedIn company page. The recommended size for this image is 11536 x 768 pixels

You can use this to display a current offer, a picture of you and your staff or something else that represents your business and brand.

2

Logo

This will appear next to the employment history of any employee current or past on their LinkedIn profile and will link back to your company page.

Ideally, this should be your logo or a version of your logo specifically designed to fit the square format.

The minimum size for this image is 300 x 300 pixels

COMPANY INFORMATION

To complete the rest of your company information scroll down.

COMPANY DESCRIPTION

This is a required field.

You have up to 2,000 characters (including spaces and punctuation) to tell visitors to your page a bit about your business.

Make sure it is clear to visitors what your business is and what you do.

According to LinkedIn, company pages are search engine friendly. Google previews the first 156 characters of your LinkedIn company page description so make sure you get the important information in first.

Also think about the keywords you'd like to get found for on LinkedIn and include these in your description.

About us

Required Information

Recent update

Company Description

Add a company description

SPECIALISTS

Below the company description can add up to 20 specialties.

For example. The Irish Life page lists specialties in Pensions, Life Insurance and Investment

Choose specialties that fit best with your business.

About us

Required Information

Recent update

Company Description

Add a company description

Specialties (Add a maximum of 20 specialties)

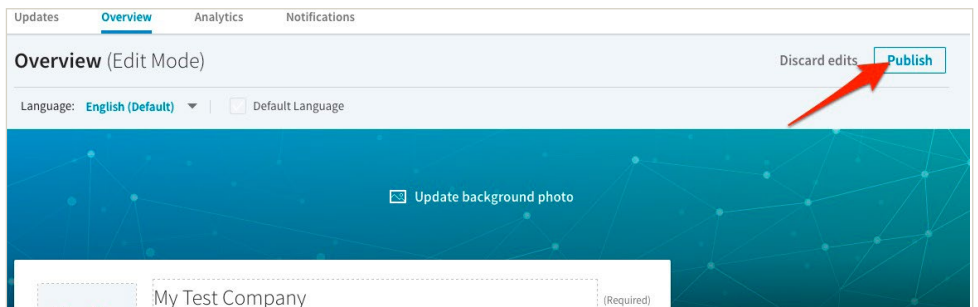
+ Add Specialty

Below this you can add additional information about your company including:

- Address
- Website URL (required field)
- Company size (required field)
- Industry (required field)
- Year founded
- Company type (required)

And you can link any groups that you run as part of your business.

When you have completed your page information click 'Publish' at the top of the page






GETTING EMPLOYEES TO LINK TO YOUR COMPANY PAGE


Now you have a company page on LinkedIn you can ask your employees to link to it from their employment history.

Here's how:

If they haven't already included their current employment with you they will need to add it. If they have they can edit their position by clicking the pencil next to the employment listing on their profile.



Co-Founder
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[See description](#) ▾




Now you have a company page on LinkedIn you can ask your employees to link to it from their In the company section, they will need to delete the current employer and start typing the name of your company.

If your company page is published the name of it will appear in a drop-down menu as they type.

Edit experience

Title

Company

 irish life

Irish Life

Insurance

Irish Life & Permanent

Financial Services

Irish Life Investment Managers

Financial Services

2012

Irish Life Corporate Business

☒ I currently work here

No ☐ Share profile changes

If enabled, your network may see this change.

Delete

8



WHAT TO POST ON YOUR COMPANY PAGE

LinkedIn recommends that you post once per working day to your company page.

You can update it with:

- Company news
- Industry news
- LinkedIn posts created by your employees
- Questions on topics that your followers will engage with
- Links to video related to your company or industry
- Links to your company blog
- Anything else business related that will appeal to your target market

Video content plays directly in the feed and according to LinkedIn will get 75% more shares than other types of content.

Visual content also does well encouraging 98% more comments

The best times of day to post are in the morning and just after business hours.



WHAT'S NEXT?

- Create your company page and tell your employees and stakeholders about it.
- Plan a daily content schedule to ensure the page is active.
- Encourage employees and stakeholders to share updates from your page in their newsfeed.



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ILA 13505 (NPI 11-17)